



NEW LINE

BRANCH

November 16th 1967
COMPANY ARCHIVES

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Announcing two new additions to the

TRI-CORNOX ^{EYVC} 5 gall. 250/-

(MCPA/dicamba/benazolin)

Boots new 'solution' to a 'knotty' weed problem!

Knotgrass is a problem affecting no less than 2 million acres of cereals, mainly in the central and South Western counties. For many years it has bedevilled farmers and scientists alike because no matter what weedspray was applied, it invariably proved resistant.

But not so any longer.

Like any other weed, knotgrass usually forms part of a general weed problem and our scientists have now formulated an entirely new weedspray which, in areas where knotgrass is the major weed problem, gives a wider and more effective degree of weed control than any other weedspray on the market. This is borne out by an extensive trial programme during which quite a number of fieldstaff have had an opportunity of judging the outstanding effects of Tri-Cornox for themselves.

Containing MCPA, dicamba and one of our own patented chemicals, benazolin, this is a **unique weedspray which offers you the entire selling field to yourselves**. Just how important this is you will appreciate when you read off the weeds which Tri-Cornox will effectively control:

SUSCEPTIBLE (killed or severely checked at young plant stage)

Black Bindweed	Fat Hen	Poppy
Corn Buttercup	Hempnettle	Redshank
Creeping Buttercup	Knotgrass	Runch
Charlock	Treacle mustard	Shepherd's Purse
Chickweed	White mustard	Spurrey
Broad-leaved dock	Annual nettle	Creeping thistle
Curled dock	Orache	Vetches
	Pennycress	

MODERATELY SUSCEPTIBLE (checked at the seedling stage)

Annual Sow Thistle	Fumitory	Nipplewort
Cleavers	Groundsel	Pansy
Forget-me-not	Mayweeds*	Speedwell

* Although a strong claim for mayweed control cannot at present be made, a very useful suppression of most mayweed species has frequently occurred in extensive trials. This effect is less likely to occur when mayweeds are growing in areas of poor crop competition—e.g., rayless mayweed in gateways and on headlands.

RESISTANT WEEDS include:

Coltsfoot	Corn marigold	Parsley piert
Field Bindweed	Perennial Sow Thistle	

see overleaf for further details

Miss M. Exley,
Medical & Scientific Libraries,
Pennyfoot Street.

TRI-CORNOX—cont.

Other 'vital statistics' include:

FORMULATION

Contains potassium salts of dicamba, MCPA and benazolin equivalent to 45.2 oz. of active acids per gallon.

RATE OF USE

4 pints per acre in 20 gallons of water.

COST OF USE

25/- per acre (less if bought in quantity).

Supplies of Tri-Cornox will be made available in good time for the 1968 spraying season. In the meantime, this new introduction is being featured at the Smithfield Show next month, and will also be referred to in the new edition of 'Boots Crop and Animal Products—1968'.

We repeat—there is a vast market for a product which demonstrates such a wide range of weed control as Tri-Cornox and no weedspray selling campaign would be complete without putting every effort behind this new and valuable addition to the Cornox range. If **your** customers have a knotgrass problem, recommend them to try . . . Tri-Cornox.

A Technical Data Sheet is in the course of preparation and will be issued shortly.

N.B.—Fieldstaff will have already received a copy of the *British Farmer** inset for November featuring Cornox weedkillers. Unfortunately this leaflet had to go to press before we were able to say with certainty that Tri-Cornox would be available next season and consequently there is no reference to knotgrass control under the heading 'General Cereals'. When discussing this leaflet with customers, be sure that you make a point of mentioning Tri-Cornox and the range of weeds that it controls.

* "*Farming Leader*" in Scotland

The other new addition is:—

ISO CORNOX CONCENTRATE

GBQW **5 gall. 205/-**

This is simply Iso Cornox in a more concentrated form, containing 54% w/v active acid equivalent of CMPP (mecoprop) as against 32%. The price and rates of use are amended accordingly: that is to say, the face price of a 5 gallon drum of Iso Cornox Concentrate is 205/-, giving an acreage cost equivalent to that of straight Iso-Cornox, whilst the rate of use, 3 to 3½ pints per acre, compares with 5 to 6 pints per acre of Iso Cornox.

Stocks will be made available as from early February and customers should be free to decide which they prefer, the existing strength or the concentrate. It should be noted, however, that the concentrate will eventually supersede Iso Cornox, probably before the end of the next spraying season. Obviously we cannot predict the exact date of discontinuation as this will depend on the degree to which customers change over from the existing formula to the new concentrate.

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See that these two new and important additions are placed well to the forefront of your Cornox Selling Campaign!

N.B.—Please add the following price scales (price per gall.) to your copy of the Cornox Prices and Terms announcement dated November 7th.

Product	Face Price	£25 to £49	£50 to £99	£100 to £199	£200 to £499
Tri-Cornox	50/-	49/-	48/-	47/-	46/-
Iso Cornox Conc.	41/-	39/-	37/-	34/-	33/-